

CLAIMS

What is claimed is:

1. An interactive electronic program guide for display on a television for use with a television delivery system, the guide comprising:

5 a home menu;
a plurality of major menus displayed as menu options on the home menu;
a plurality of sub-menus displayed as menu options on the plurality of major menus; and
a plurality of during programming menus enacted after selection of a program.

10 2. The guide of claim 1, further comprising an introductory menu that is displayed upon beginning use of the guide.

3. The guide of claim 2, wherein the guide is controlled by a set top terminal, and wherein the introductory menu automatically appears on the television screen when the set top terminal is turned on.

15 4. The guide of claim 2, wherein introductory menu displays information or messages from a television delivery system operations center that provides programming.

5. The guide of claim 4, wherein the information or messages are directed to a particular subscriber.

20 6. The guide of claim 4, wherein the information or messages are directed to a group of subscribers.

7. The guide of claim 1, wherein the during program menus comprise hidden menus and program overlay menus.

8. A interactive menu system for display on a television in conjunction with television programming, the menu system comprising:

25 a logo that is displayed on a television during a program having one or more interactive features; and

a overlay menu that is displayed during the program, the overlay menu including the interactive features,
wherein the logo indicates to a user that the interactive features are available for the
30 program, and wherein the overlay menu is displayed in response to a signal received from a user input.

9. The system of claim 8, wherein the overlay menu includes menu options for a plurality of interactive features.

10. The system of claim 9, wherein the overlay menu further includes a menu option to return to the program without the interactive features.

11. The system of claim 9, further comprising a cursor that indicates one of the menu options, wherein the cursor is controlled by the user input.

12. The system of claim 9, wherein the interactive features include quizzes, facts, or products, related to the program.

13. The system of claim 9, further comprising a plurality of interactive submenus for use with the interactive features, which submenus are displayed in response to a selection of the menu items, the selection being received from the user input.

14. The system of claim 13, wherein the submenus are displayed in a video window in a scaled-down program video format.

15. The system of claim 13, wherein the program and one or more of the submenus are displayed on the television at the same time.

16. The system of claim 8, wherein the logo is displayed as an overlay menu.

17. The system of claim 8, wherein the logo is displayed by a set top terminal associated with the television, and wherein the set top terminal determines whether there is data or information about the program to be displayed as the one or more interactive features and displays the logo if there is data or information.

18. The system of claim 17, wherein the set top terminal generates an overlay menu including the logo.

19. The system of claim 8, wherein the overlay menu is generated by a set top converter using data received during a vertical blanking interval.

20. The system of claim 8, wherein the logo is displayed in a corner of a screen of the television periodically for a specified duration.

21. The system of claim 20, wherein the logo is displayed for fifteen seconds during a plurality of ten-minute segments of the program.

22. An interactive electronic program guide for controlling display of content on a television, the guide comprising:

a plurality of interactive menus, each corresponding to a level of interactivity and having one or more interactive menu items for selection; and

a main menu having one or more main menu items for selection, which main menu items correspond to the interactive menus,

wherein the menus are navigated using a user input, and wherein the main menu items and the interactive menu items are responsive to selection signals received from the user input.

23. A set top terminal for generating an interactive electronic program guide for display on a television connected to the set top terminal, the terminal comprising:

means for retrieving information about a subscriber;

means for receiving a television signal;

means for extracting individual programs from the television signal;

means for generating an electronic program guide for controlling display of content on a television screen, the guide comprising:

a plurality of interactive menus, each corresponding to a level of interactivity and having one or more interactive menu items for selection; and

a main menu having one or more main menu items for selection, which main menu items correspond to the interactive menus, wherein the menus are navigated using a user input, and wherein the main menu items and the interactive menu items are responsive to selection signals received from the user input; and

means for receiving the selection signals from the user input.